

Next Generation Education

Technology and Innovation in Learning

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University of Phoenix
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Size and scope

- » 235,000+ degree enrollments
- » 38 states, District of Columbia, Puerto Rico, Canada, Mexico, Netherlands
- » 55 bachelor's, master's, and doctoral degree programs
- » 227 campuses and learning centers in North America
- » Local Campus, Online, and FlexNet® (blended) instruction

University of Phoenix



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Distinctive features



- » Focus on working students
- » Emphasis on programs not courses
 - » Centralized curriculum
 - » Mapping cognitive domains, sub-domains, competencies to courses
- » Active learning
- » Intensive format
- » Unbundled faculty roles
- » Assess learning
- » Leverage technology to improve learning

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Academic vision—4 questions



- » Do our students know what they should know?
- » Can they do what they should be able to do?
- » Are they developing values appropriate to their professions
- » Are they achieving their life and career goals

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What if learning were the purpose of education?



- » Teaching vs Learning
- » “Cover the Material”
- » Did they get it?

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A global cultural and economic revolution is underway



From oral to scribal culture
From scribal to print culture
From print to digital culture

“The world is flat”

Intellectual work

Digitization of knowledge

Access

Internet as we know it

Browser

Wiring of the world

Ubiquitous access

Bandwidth increase

Work process software



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How professionals learn

- » Digital access
- » Just in time
- » Collaborative



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The intentional learner

Prepared to succeed in a flattened
world



- » Engaged
- » Aware
- » Empowered
- » Self-directed
- » Synthesizers
- » Lifelong learners

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The only valid reasons to invest in educational technology

Technology should be a tool—
not a toy

- » Expand access
- » Improve learning
- » Increase efficiency

As high-tech as possible—
as low-tech as necessary



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Alignment of learning tools to learning goals

Learning

Goals

- » Professional Competence and Values
- » Critical Thinking and Problem-Solving
- » Communication
- » Information Utilization
- » Collaboration

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rEsource—organizing and distributing digital content for learning

rEsource Goals

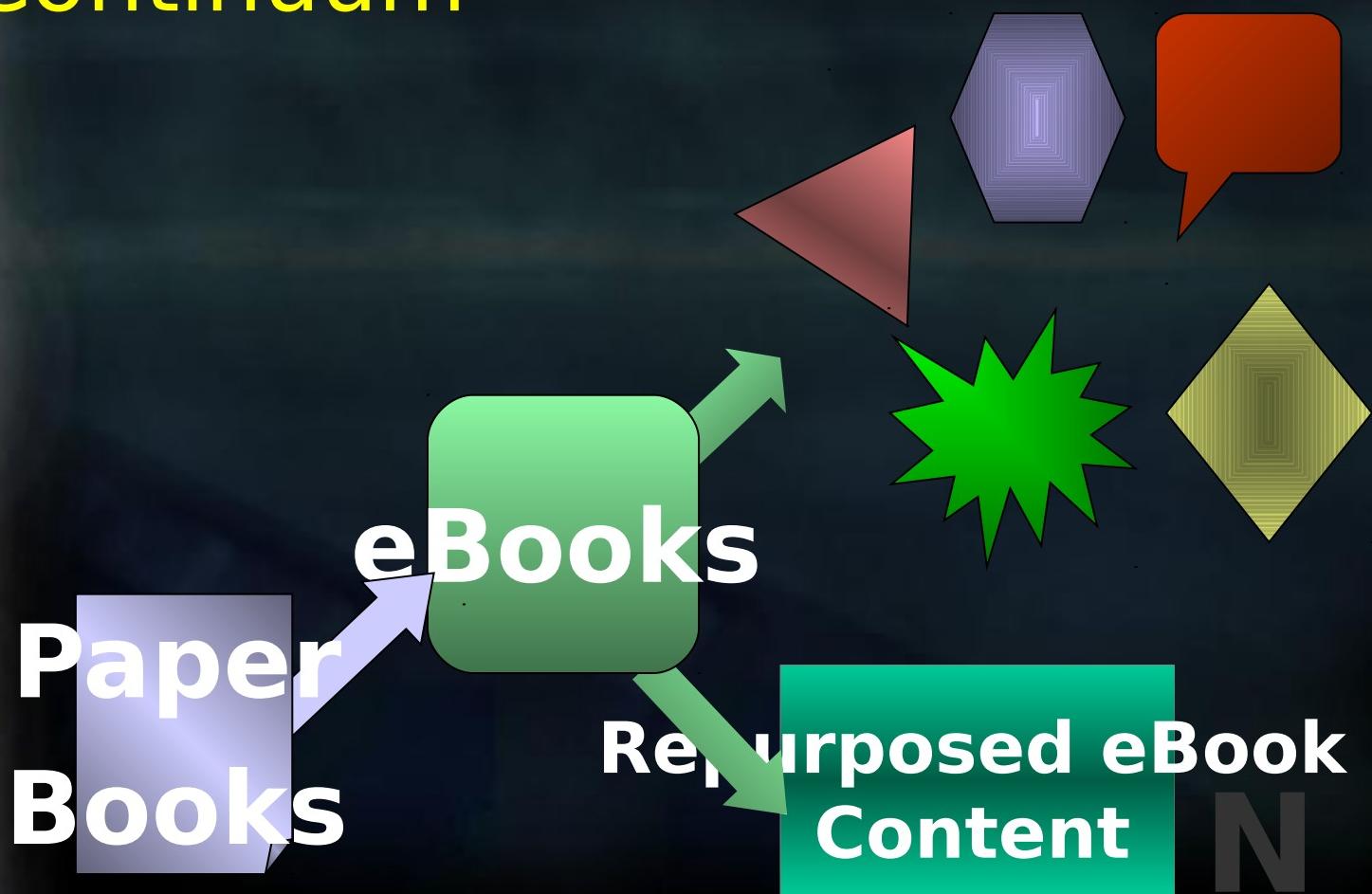
- » Increase the richness and variety of learning assets
- » Organize materials in ways that foster learning
- » Teach our students to learn the way professionals learn



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Digitization strategy

The Materials Continuum



e resource

What it is...

- » Course management system
- » “Facilitated” learning objects
- » Organizes content in ways that fosters learning

The screenshot shows the University of Phoenix Classroom Homepage for the course Management 410. The page includes a navigation bar with links for Home, Services, Classroom (highlighted), Programs, and Log Out. The main content area displays course details, topics and objectives, materials, assignments, and a discussion board.

Topics and Objectives:

- Define e-business and its impact on traditional business strategies, processes, and functions.
- Analyze trends and forces driving e-business.
- Assess the value proposition and application of e-business to various business models.

Materials:

- eBook: Read Chapter 11 of Computer, Computer: An Analysis of the Machine.
- Reading: Read Me.
- Reading: Introduction to Management Chapter 1.
- Reading: Introduction to Management Chapter 2.
- Reading: Week One Articles.
- PowerPoint® Microsoft PowerPoint Slides.

Assignments:

| Assignment | Grade | Due Date | Status |
|------------------------------|-------|---------------------|--|
| Teamwork and Migraine Relief | B+ | 12:01AM, 05/01/2004 | <input checked="" type="checkbox"/> <input type="checkbox"/> |
| Ethics in the Workplace | B | 12:01AM, 05/01/2004 | <input checked="" type="checkbox"/> <input type="checkbox"/> |
| System Basics in Management | | 12:01AM, 05/01/2004 | <input type="checkbox"/> |

Learning Team Assignments:

| Assignment | Grade | Due Date | Status |
|------------------------------|-------|---------------------|--|
| Teamwork and Migraine Relief | B+ | 12:01AM, 05/01/2004 | <input checked="" type="checkbox"/> <input type="checkbox"/> |
| Ethics in the Workplace | B | 12:01AM, 05/01/2004 | <input checked="" type="checkbox"/> <input type="checkbox"/> |
| System Basics in Management | | 12:01AM, 05/01/2004 | <input type="checkbox"/> |

Discussion:

| Thread | Author | Post Date |
|---|---------------|-------------------|
| Week 1 Questions | Prof. Pynchon | 6/10/2004 3:29pm |
| - What are the skills that a project manager... | Prof. Pynchon | 6/10/2004 2:02pm |
| - What is the role of the steering committee in... | Prof. Pynchon | 6/11/2004 11:18am |
| - What are some of the ways to prepare a project... | Prof. Pynchon | 6/11/2004 3:33pm |
| How can outsourcing be used to address... | Prof. Pynchon | 6/11/2004 3:33pm |

Annotations:

- A red circle with the number 3 is positioned over the "Learning Resources" link in the sidebar.
- A red circle with the number 2 is positioned over the grade "B+" for the first assignment.
- A red circle with the number 1 is positioned over the first post in the discussion board.

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Alignment of learning tools to learning goals

Learning Tools

- » eBook Collection
- » Read-me-First
- » Simulations, Virtual Organizations, and Inside Stories
- » University Library
- » Center for Writing Excellence
 - » WritePoint
 - » Plagiarism Checker
- » Center for Math Excellence

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eBook Collection

Features

- » Topical and current
- » “Best of the Best”
- » Expands research options
- » More than 500 titles
- » All titles available to all students and the faculty

The screenshot shows a web-based eBook reader interface for the University of Phoenix. At the top, there's a navigation bar with links for 'Welcome, STUDENT TEST - IRN: 3800014295' and 'Help?'. Below the navigation is a search bar with dropdowns for 'Search this Chapter' and 'for', and buttons for 'Search', 'Quick Search', 'Buy This Book', 'Download eBook', 'Print Chapter', 'Margins', 'Font Size', 'Font Style', and 'Paging is Off'. The main content area displays the title 'Wharton on Managing Emerging Technologies' and the specific chapter 'Chapter 2: Avoiding the Pitfalls of Emerging Technologies'. It includes author information: ISBN 0471361216, Author George S. Day, Paul J. H. Schoemaker, and Copyright © 2000 John Wiley & Sons, Inc. Below the chapter title, the section 'Avoiding the Pitfalls of Emerging Technologies' is shown, featuring authors George S. Day and Paul J. H. Schoemaker from The Wharton School. A detailed summary of the chapter content is provided at the bottom.

Welcome, STUDENT TEST - IRN: 3800014295 Help?

University of Phoenix

Support

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- DRM & Security
- FAQ's
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Home

Search this Chapter for

Margins Font Size Font Style Paging is Off

Wharton on Managing Emerging Technologies
Chapter 2: Avoiding the Pitfalls of Emerging Technologies
ISBN : 0471361216 Author : George S. Day, Paul J. H. Schoemaker
Copyright © 2000 John Wiley & Sons, Inc.

Avoiding the Pitfalls of Emerging Technologies

George S. Day
The Wharton School
Paul J. H. Schoemaker
The Wharton School

The market position and resources of incumbent firms should give them an advantage over newcomers. Yet many incumbents have a poor track record in developing and managing emerging technologies. What goes wrong? This chapter examines some of the major traps for incumbent firms that have been identified through research and discussions with managers. These include delayed participation, sticking with the familiar, failure to fully commit, and lack of persistence. Can these traps be avoided? The authors present four strategies that can help companies steer clear of these pitfalls: attending to signals from the periphery, building a robust learning capacity, maintaining strategic flexibility, and designing the proper degree of organizational separation.

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Enhancing critical thinking through SIMS

- » Computer-based, interactive programs
- » Allow decision making within “safe environment”
- » Immediate feedback
- » Integrated into all subject areas

Marketing Management
Channel Development and Pricing



Scenario

Now you have to choose your resellers. While you would ideally like to sign up all resellers, you need to consider the capacity of your sales team, represented here in the Sales Effort Index. This gives you an indication of the effort required to cover each type of reseller—your total effort cannot exceed 100% on this index.

West, Taylor, and Nicholas have their own suggestions. **What is the mix of PC Superstores, PC Stores, and Retailers you would choose to achieve your target of 160,000 units? And what would your price be?**

• Distribution Basics



While I do understand that maximizing coverage is important, I wonder whether we would end up having more resellers than is necessary—this might lead to horizontal channel conflict.

PC Superstores and PC Stores are very important channels—hence I suggest that we consider most of the PC Superstores and PC Stores. For the rest, we should consider Retailers.

Moreover, we should probably drop price by \$50. Since most of the key players are priced around \$995, this reduced price will enable us to reach our targets, even if it means a drop in profitability.



Roger West Claire Taylor Mark Nicholas

Sellwell Distributors Northumbria Distributors Anglica Associates

PC Superstores

3

Price (\$)



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Mining data/solving problems in Virtual Organizations

What They

Are...

- » Replicate businesses, schools, healthcare and government organizations
- » Confidential or proprietary data from wide range of industries
- » Provide real-world context for gathering data and solving problems

Internet Intranet

Home Contact Us

McBride Financial Services Your One-Stop Mortgage Provider

Our Mission:

McBride Financial Services will be the preeminent provider of low cost mortgage services using state-of-the-art technology in the five state area of Idaho, Montana, Wyoming, North Dakota, South Dakota. We thank you in supporting our mission!

Business Philosophy:

Our customers will receive the most efficient and effective processing of mortgage applications from inception to closing.

Who We Serve:

- Professionals purchasing either a primary or secondary residence.
- Retirees purchasing a primary or secondary residence.
- Families and/or individuals purchasing recreational properties.

What We Offer:

Upon approved credit, we will provide:

- Credit Report
- Home Inspection
- Appraisal
- A Mortgage at the lowest rate available

All at a fixed price of \$1,500!

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Examining company conflict through inside stories

- » Inside-Out Case Studies
- » Created by University of Phoenix faculty members based on experiences in organizational settings
- » Behind-the-scenes look at organizations in conflict



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University Library

- » Online collection for scholarly and professional materials
- » 40 databases, 13,250 journal and periodicals, and 500 reference books
- » 3,000 users per day and about 1.25 million articles accessed monthly

Today's Professionals Learn Just In Time



University of Phoenix

[Return to myCampus](#) > [Online Collection](#)

Welcome to the University Library

Begin your research by selecting one of the options below.

Library Databases:

- [Major Article Databases](#)
- [News and Current Events](#)
- [Specialized Research Databases](#)
- [Journal Indexes and Abstracts](#)
- [Encyclopedias and Dictionaries](#)
- [Company Directories and Financials](#)
- [Country Profiles and Economic Data](#)
- [Bases de Datos en Español](#)

Other Ways to Research:

- [Find a Specific Periodical](#)
- [Find a Specific Reference Book](#)
- [Locate a Selected Readings Page](#)
- [Select Databases by Medium](#)
- [Select Databases by Subject](#)
- [View all Databases Alphabetically](#)

Customer Service and Help:

- [Search FAQs](#)
- [Ask a Librarian](#)
- [Request a Specific Document](#)
- [Complete the Research Tutorial](#)
- [View the Library Handbook](#)



Tools to improve written communication skills

WritePoint

- » Automated review of draft assignments
- » Focus on mechanics – grammar and word choice
- » Provides immediate feedback 24/7

The screenshot shows the University of Phoenix WritePoint system. At the top, there's a navigation bar with links for Home, Programs, Classroom / Center For Writing Excellence, Reviewing Services, Tutorials & Guides, and Dissertation Services. The main content area is titled "Center for Writing Excellence". It contains a detailed description of the service, stating it's a resource for all University of Phoenix students and faculty, emphasizing the importance of writing skills for academic and professional success. Below this is a "Submit Paper for Review" button. A table below lists two papers for review, showing columns for Class, Original Paper, Time/Date, and Status. The first paper is "Ethics and Values (Updated)" from 2/14/2005, marked as "Ready" with a green icon. The second paper is "Ethics and Values" from 2/14/2005, also marked as "Ready" with a green icon. A legend at the bottom defines the icons: green square for Ready, yellow diamond for In Progress, red circle for Rejected, blue square for Plagiarism, white square with a 'W' for Writepoint, and white square with a 'T' for Tutor Review.

| Class | Original Paper | Time/Date | Status |
|--------------------|---|-----------|--|
| No Course Selected | Ethics and Values (Updated) | 2/14/2005 | W P |
| No Course Selected | Ethics and Values | 2/14/2005 | W P |

W Ready I In Progress R Rejected P Plagiarism W Writepoint T Tutor Review

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Tools to improve written communication skills

Plagiarism Checker

- » Evaluates originality of written work
- » Provides feedback to students or faculty member

Turnitin Originality Report (Print Version) - Microsoft Internet Explorer

Turnitin Originality Report [side-by-side version](#)

| | |
|-----------------------------|--|
| author: Alpha Assurance | word count: 3165 |
| title: test craig | search targets: Internet, student paper database, ProQuest |
| submitted: 10-12-04 4:02 PM | paper ID: 14360911 |

version: # 1 (10-12-04) similarity index: █ (6% matching text)

| source | link | reanalyze and exclude | match |
|----------|---|--------------------------|-------|
| Internet | http://134.186.81.70/aboutctc/agendas/march_1999/prep/prep5.html (archived copy) | <input type="checkbox"/> | 3% |
| Internet | http://www.phoenix.edu/factbookweb/31.asp (archived copy) | <input type="checkbox"/> | 2% |
| Internet | http://www.marylandgreyhounds.org/ (archived copy) | <input type="checkbox"/> | 1% |
| Internet | http://www.mecha.com/~conkle/fuzion/oldfuzion.pdf (archived copy) | <input type="checkbox"/> | <1% |

Report text:

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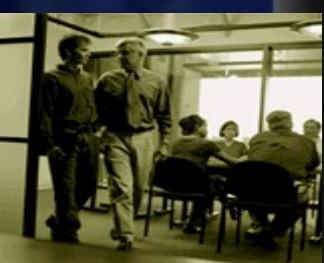
PBL/MBA -- Guided residential learning



- What should you know and be able to do
- 9-Step Process provides framework
- Presents learners with realistic professional scenarios that require them to define the problem and analyze, recommend, and defend their solutions
- Scenarios are presented via e-mail, meeting outcomes, data reports, personal conversations - just as information would be presented in a business setting
- Instructor guides individual/team process and application

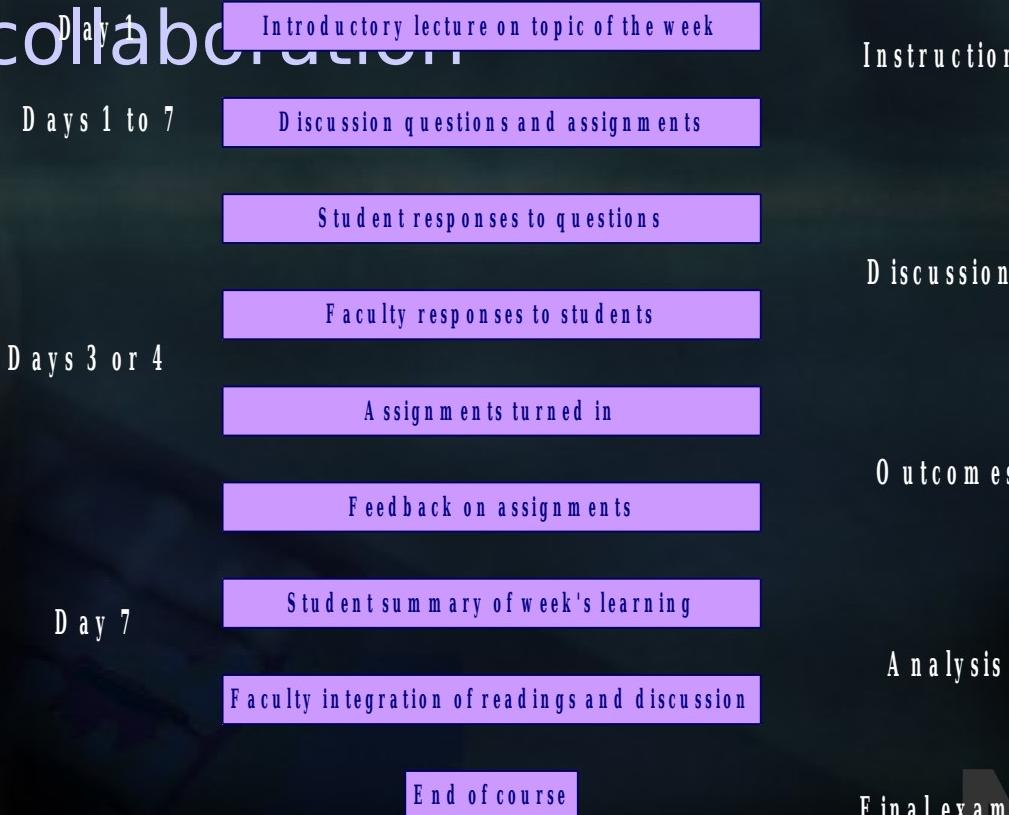
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PBL/MBA -- Guided residential learning



The online classroom— structure with flexibility

Grounded in student-faculty/student-student collaboration



Technical Support

- » Serves students and faculty members
- » 24x7x363
- » 180,000 calls per month
- » 34 second average hold time



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